

Rep Order# 9776215 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 44905

Printed: 10/23/2012 1:39 PM  
Last Received: 10/23/2012 9:34 AM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product CROSSROADS GPS  
Estimate# 999  
Buyer ANNE BRAUNSCHIEDEL  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //999  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL MKGDS OK PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*1		TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	2	1	2	\$1,000.00	
		Sales Remark:	V7	1X NA.								
		V7 Comment Changed,	Spots/week Changed									
*14		SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	0	0	0	\$0.00	
		Sales Remark:	V7	1X NA								
		V7 Comment Changed,	Spots/week Changed									
*22		SA	12P-330P	FTBLL	:30	\$500.00	10/27-10/27	2	1	2	\$1,000.00	
		Sales Remark:	V7	MKGD.								
		V7 Added										
*23		SU	1P-4P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Sales Remark:	V7	MKGD								
		V7 Added										

--- REPORT TOTALS ---

Report Totals: 5 / \$9,500.00

--- SALES MONTHLY TOTALS ---

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Advertiser ( ) POLITICAL ISSUE GROU  
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Estimate# 999  
Buyer ANNE BRAUNSCHIEDEL  
Phone#  
Fax#  
Oct 12: 35 / \$68,950.00

Agency ( ) MENTZER MEDIA SERVICES  
600 FAIRMOUNT AVE, SUITE 306  
TOWSON, MD 21286  
Agency C/P1/P2/E //999  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

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Sales Totals: 41 / \$75,450.00  
Station Totals: 41 / \$75,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	22%
		WKRC	31%	WLWT	28%	WSTR	0%	WXIX	19%		

Books null  
Demos RA35+

Rep Order# 9776215 Ver# 6 Status Returned  
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Traffic Order# 44905

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--- REMARKS ---

pls see line 1 another na on 10/27  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	*1	TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00	
		Station Remark:	V6 1x na 10/23 no time mg sat 12+330p 10/27 ncir big east fb anoth na on 10/27 mg sat 6-8a ncir 10/27 news									
	*14	SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Station Remark:	V6 1x na on 10/28 due to pgm change. MG 1x Sun 1/4p on 10/28 NCIR.									

--- REPORT TOTALS ---

Report Totals: 5 / \$9,500.00

--- SALES MONTHLY TOTALS ---

Oct 12: 35 / \$68,950.00  
Sales Totals: 41 / \$75,450.00  
Station Totals: 41 / \$75,450.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Nov 12: 6 / \$6,500.00

--- COMPETITIVE ---

Market Totals	\$243,387	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 22%
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Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

WKRC 31% WLWT 28% WSTR 0% WXIX 19%

Books null  
Demos RA35+

## Connell II, Jim

**From:** ahoff@local12.com  
**Sent:** Monday, October 22, 2012 2:36 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Order Information:

Order #: 44905  
Order Total: \$75,450.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776215  
Estimate #: 999  
Flight Dates: 10/23/12 - 10/29/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44905-1-1) :  
Rate: \$500.00  
Air Date: Wed 10/24/12  
Eligible Days: -TWThF---  
Inventory Code: Let's Make a Deal  
Inventory Description: Let's Make a Deal  
Inventory Code Time: 3:00 PM-4:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

*1x Sat 6-Sat on 10/27 Mch*

Rep Order# 9776215 Ver# 4 Status Returned  
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--- REMARKS ---

pls see line 1

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	----	-----	-----	-----	----	----	-----	-----
*1		TU-F	3P-4P	DEAL	:30	\$500.00	10/23-10/26	4	1	4	\$2,000.00	
		Station Remark:	V4 1x na 10/23 no time mg sat 12+330p 10/27 ncir big east fb									
*14		SU	4P-7P	NFL	:30	\$7,500.00	10/28-10/28	1	1	1	\$7,500.00	
		Station Remark:	V4 1x na on 10/28 due to pgm change. MG 1x Sun 1/4p on 10/28 NCIR.									

---REPORT TOTALS---

Report Totals: 5 / \$9,500.00

---SALES MONTHLY TOTALS---

Oct 12: 35 / \$68,950.00 Nov 12: 6 / \$6,500.00

Sales Totals: 41 / \$75,450.00

Station Totals: 41 / \$75,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$243,387	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 22%
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WKRC 31% WLWT 28% WSTR 0% WXIX 19%

Books null  
Demos RA35+

## Connell II, Jim

**From:** ahoff@local12.com  
**Sent:** Friday, October 19, 2012 4:45 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Crossroads Grass Root Political - 44905

Station: WKRC-TV

Order Information:

Order #: 44905  
Order Total: \$75,450.00  
Agency: Mentzer Media Services  
Advertiser: Crossroads Grass Root Political  
Product: CROSSROADS GPS  
Alternate Order #: 09776215  
Estimate #: 999  
Flight Dates: 10/23/12 - 10/29/12  
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44905-1-3) :

Rate: \$500.00  
Air Date: Tue 10/23/12  
Eligible Days: -TWThF---  
Inventory Code: Let's Make a Deal  
Inventory Description: Let's Make a Deal  
Inventory Code Time: 3:00 PM-4:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: No Avail

(X) Sat 10/20 (8:30 AM-10:30 AM)  
(X) (10/27) WKRC

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44905</b>												
<b>Line: 1</b>												
10/25/12	Thursday	:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	2 MWASH-	
10/26/12	Friday	:29:16 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	4 MWASH-	
												2
<b>Line: 2</b>												
10/24/12	Wednesday	:28:01 PM	:30	\$850.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 PC	CROSSROADS GPS	999	P-2	2 MWASH-		
10/25/12	Thursday	:05:06 PM	:30	\$850.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 PC	CROSSROADS GPS	999	P-2	3 MWASH-		
10/26/12	Friday	:27:21 PM	:30	\$850.00		4p Local 12 News at Fo (4:00:00 PM-4:30:00 PC	CROSSROADS GPS	999	P-2	1 MWASH-		
												3
<b>Line: 3</b>												
10/23/12	Tuesday	:19:17 PM	:30	\$1,200.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	3 MWASH-	
10/24/12	Wednesday	:04:19 PM	:30	\$1,200.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1 MWASH-	
10/25/12	Thursday	:19:32 PM	:30	\$1,200.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	4 MWASH-	
10/26/12	Friday	:11:38 PM	:30	\$1,200.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	2 MWASH-	
												4
<b>Line: 4</b>												
10/23/12	Tuesday	:28:34 PM	:30	\$900.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1 MWASH-	
10/24/12	Wednesday	:22:14 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	3 MWASH-	
10/25/12	Thursday	:27:34 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	4 MWASH-	
10/26/12	Friday	:10:42 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	2 MWASH-	
												4
<b>Line: 5</b>												
10/23/12	Tuesday	:11:30 XM	:30	\$650.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1 MWASH-	
10/24/12	Wednesday	:11:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	2 MWASH-	
10/25/12	Thursday	:23:45 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	3 MWASH-	
10/26/12	Friday	:11:00 XM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	4 MWASH-	
												4
<b>Line: 6</b>												
10/23/12	Tuesday	:33:00 PM	:30	\$2,400.00	OHSNT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1 MWASH-	
10/24/12	Wednesday	:11:26 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	4 MWASH-	
10/25/12	Thursday	:19:27 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	3 MWASH-	
10/26/12	Friday	:18:52 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	5 MWASH-	
10/27/12	Saturday	:05:35 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	2 MWASH-	
10/28/12	Sunday	:33:10 PM	:30	\$2,400.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	6 MWASH-	
												6
<b>Line: 7</b>												
10/23/12	Tuesday	:59:26 PM	:30	\$6,500.00	OHSNT\	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	999	P-2	1 MWASH-	
												1
<b>Line: 8</b>												
10/26/12	Friday	:43:00 PM	:30	\$5,000.00		Fri Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-2	1 MWASH-	

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44905</b>												
<b>Line: 8</b>												
<b>Line: 9</b>												
10/27/12	Saturday	:47:50 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	2 MWASI-	
10/27/12	Saturday	:40:25 PM	:30	\$1,500.00		Big East Football	12:00 PM-3:30 PM	CROSSROADS GPS	999	P-2	1 MWASI-	
<b>Line: 10</b>												
10/27/12	Saturday	:28:26 PM	:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	999	P-3	1 MWASI-	
<b>Line: 11</b>												
10/27/12	Saturday	:28:45 PM	:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	999	P-3	1 MWASI-	
<b>Line: 12</b>												
10/28/12	Sunday	:58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	999	P-1	1 MWASI-	
<b>Line: 13</b>												
10/28/12	Sunday	:39:12 PM	:30	\$7,000.00		AFC Regular Season	(1:00:00 PM-4:00:00 PCROSSROADS GPS	999	P-3	1 MWASI-		
<b>Line: 15</b>												
10/28/12	Sunday	:40:38 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 CROSSROADS GPS	999	P-3	1 MWASI-		
<b>Line: 16</b>												
10/29/12	Monday	:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	999	P-3	1 MWASI-	
<b>Line: 17</b>												
10/29/12	Monday	:28:26 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PCROSSROADS GPS	999	P-2	1 MWASI-		
<b>Line: 18</b>												
10/29/12	Monday	:28:11 PM	:30	\$1,200.00		6p Local 12 News at Si	(6:00 PM-6:30 PM	CROSSROADS GPS	999	P-2	1 MWASI-	
<b>Line: 19</b>												
10/29/12	Monday	:10:12 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	999	P-3	1 MWASI-	
<b>Line: 20</b>												
10/29/12	Monday	:58:30 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	999	P-3	1 MWASI-	
<b>Line: 21</b>												
10/29/12	Monday	:25:52 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	999	P-3	1 MWASI-	

[Filtered by: ] [Sorted by: Station]

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descript	Estimate #	Priority	Spot #	AE
<b>Advertiser: Crossroads Grass Root Political</b>												
<b>Agency: Mentzer Media Services</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 44905</b>												
<b>Line: 21</b>												